

# PRESS RELEASE

Nippon Television Holdings, Inc.

February 6, 2025

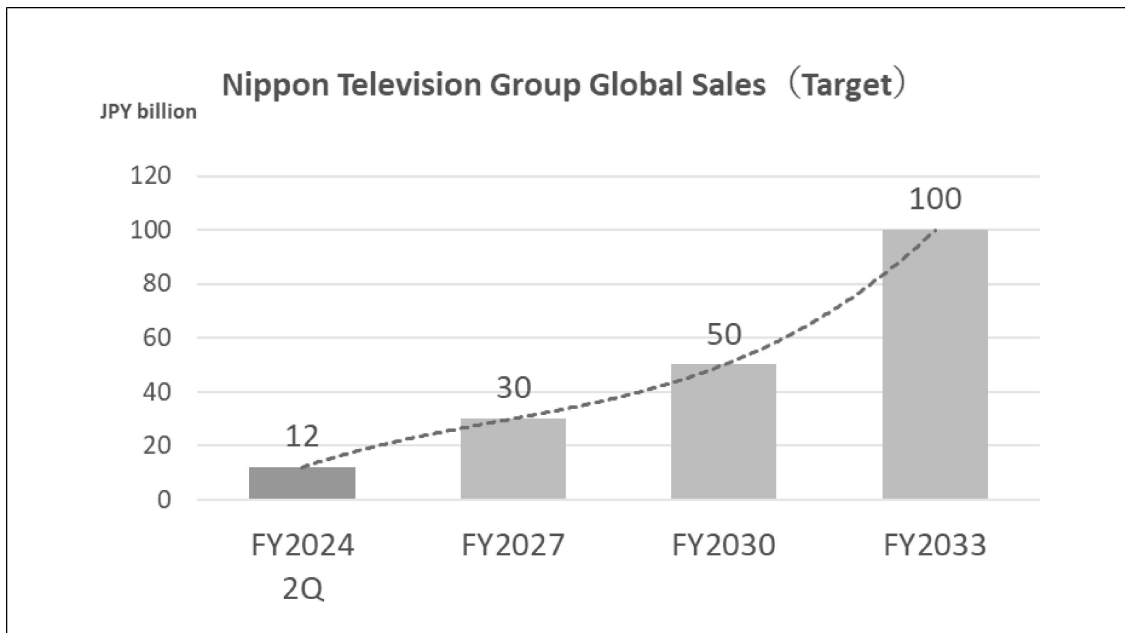
## Basic Policy on Global Business Expansion Strategy

Nippon Television Holdings, Inc. has formulated a basic policy to significantly expand the scale of its global business across the entire group. With terrestrial TV advertising revenue reaching a plateau, broadcasters are accelerating efforts to diversify their portfolios. While the domestic TV advertising market remains at JPY 1.6 trillion, the market size for Japanese content overseas has grown to JPY 4.7 trillion and continues to expand. Currently, 90% of this market is consisted by anime and games, leaving prospects for business expansion into unscripted, scripted, movies, music, live entertainment, and more.

Leveraging its wealth of content and intellectual properties (IP), Nippon TV Group is committed to expanding its global business. As of the second quarter of FY2024, the group's overseas sales stood at JPY 12 billion (ref. IR financial reports). By actively engaging in initiatives such as newly establishing a global content studio, setting up a North American business hub, and global distribution of movies, the group aims to achieve JPY 30 billion in FY2027, JPY 50 billion in FY2030, and JPY 100 billion in FY2033.

## Basic Policies

- The internal restructure of each group company, which has so far been focused on domestic broadcasting, will be focused to drive international expansion.
- To scale up global business, efforts will be made to bolster sales and rapidly enhance the foundation for content creation.
- A fully integrated system for IP development, from upstream to downstream, will be established. To supplement internal resources, active collaboration with external partners, including M&A, will be pursued.
- Alongside nurturing talent to drive the business forward, mid-career recruitment across industries will be strengthened.



## Key Initiatives

### 1. Establishment of Global Content Studio

- New content studio dedicated to international expansion of unscripted series to be established in June 2025.
- Collaboration with both internal and external content creators and production partners will be promoted to develop new projects.
- The studio will enhance unscripted format sales and work towards establishing local production structures internationally.

### 2. Launch of North American Business Hub

- In July 2025, new business hub will be established in Los Angeles, USA.
- This hub will drive the North American expansion of Nippon TV's content and IP, with a primary focus on unscripted formats.
- It will also serve as a base for market insight and business development, positioning itself at the forefront of the Nippon TV's global business strategy.

### **3. Global Movie Distribution**

- At the end of 2025, Director Mamoru Hosoda's (Studio Chizu) latest movie, "Scarlet" (Japan distributor: TOHO), will be distributed worldwide in collaboration with Sony Pictures Entertainment.
- The company will also explore joint productions with Hollywood and the development of new movies targeted at international audiences.

### **4. International Expansion of Live Entertainment**

- The company will establish a system to promote live entertainment and events such as the stage adaptation of "My Neighbour Totoro", based on Studio Ghibli's work, as well as exhibitions.
- Business expansion will also extend to other IPs.

### **5. Other Initiatives**

- In anime, scripted, and music businesses, various channels will be utilized to expand global operations.
- Collaboration within the group will be leveraged to establish a comprehensive value chain from upstream to downstream in IP development.

Inquiries regarding this matter

Contact: Nippon Television Holdings, Inc Public Relations

Tel: 03-6215-4111